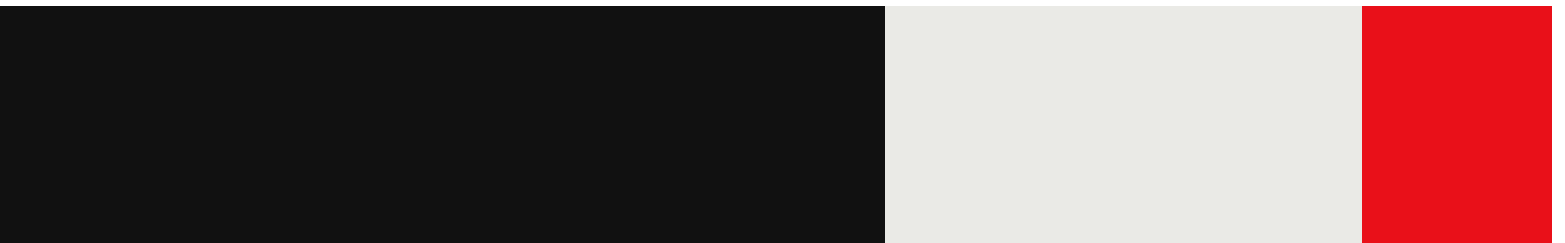


Digital billboards are the largest drivers of OOH ad spend

Article



The news: US out-of-home (OOH) advertising had a standout quarter, with spending jumping 4.3% YoY to **\$2.04 billion**, per the Out of Home Advertising Association of America (OAAA)—setting a record for Q3.

Key stats:

- **Digital billboards are a primary force fueling OOH ad spending**, accounting for one-third of revenues in Q3, a YoY increase of 7.3%. Those displays are “our largest driver and will continue to be,” OAAA’s senior vice president of marketing and insights **Steve Nicklin** told Adweek.
- **Spending on transit ads rose 7.3%, the highest gain of any segment.** Transit includes ads in airports, taxis, and other transportation. Return-to-office initiatives in major cities have driven an increase in ad spending, and [travel demand has remained resilient](#).
- **The political ad spend boom also helped OOH.** Political OOH ad spending grew 31.6% compared with the same quarter during the 2020 presidential election—though the coronavirus pandemic likely contributed to less spending in the sector at the time.

[We expect US OOH advertising](#) to reach **\$9.16 billion** this year, up 4.8%. Growth will slow slightly to 3% in 2025 due in part to the decrease in political advertising dollars.

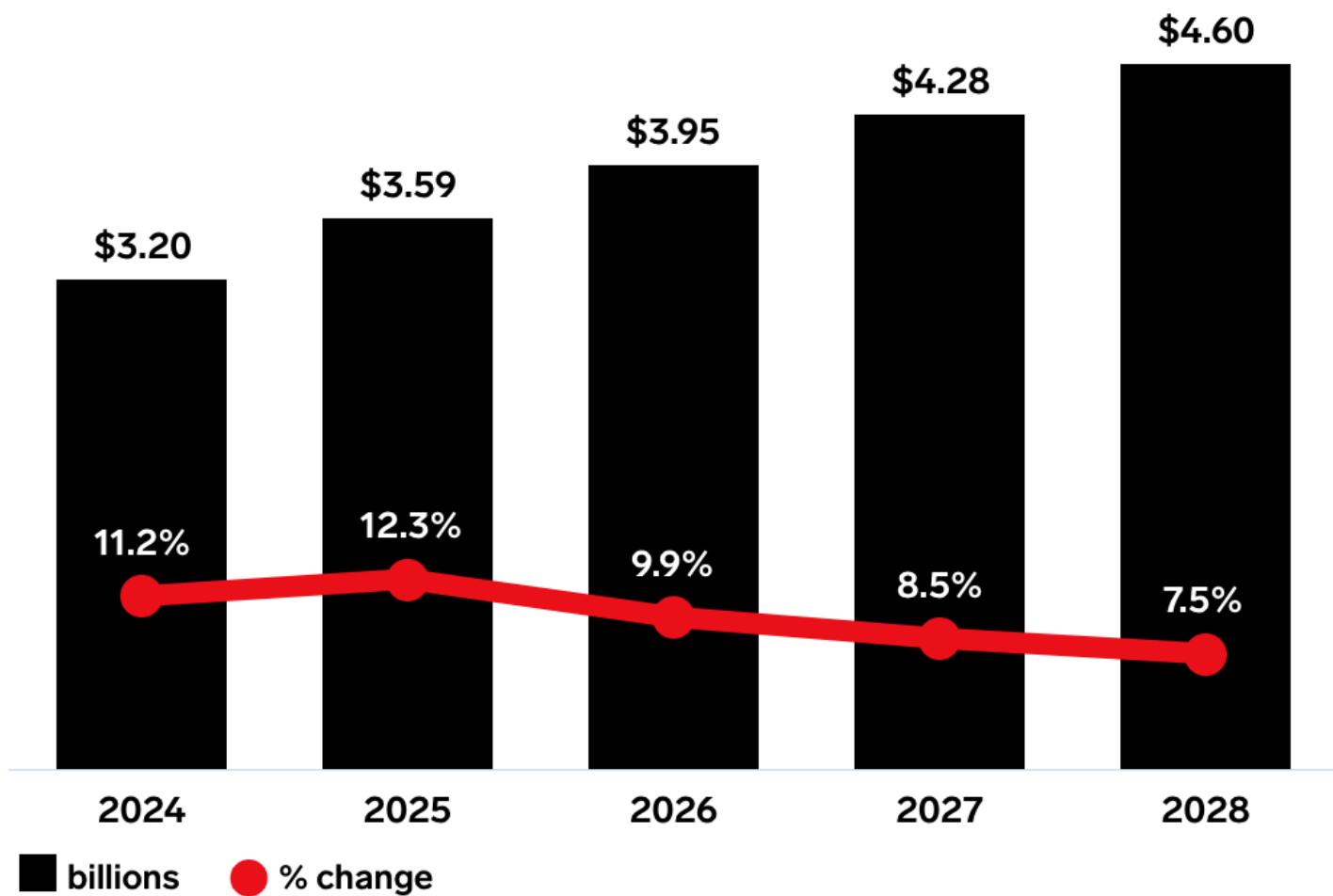
Digital OOH ascendant: The ability to cycle through inventory and more accurately target consumers has helped digital billboards capture larger shares of ad spending as the sector recovers following the pandemic.

- The line between digital OOH spending and **connected TVs** is blurring, as both count on data insights and screen-based content. Small screens in gas stations, on backs of plane seats, and in other venues offer advertisers the opportunity to reach consumers away from home while still allowing some of the targeting and personalization that has made CTVs such a dominant digital channel.
- Travel demand has also helped buoy OOH ad spending. **United** recently [launched a major OOH advertising campaign](#) targeting airports and commercial centers in major US cities, aiming to entice both travelers and office commuters.

Our take: Innovations in video advertising are benefitting OOH spending. While most traditional media ad spend is declining, digital OOH spending is fueling the sector’s overall climb, a sign that these advances are attracting advertisers.

Digital Out-of-Home Ad Spending

US, 2024-2028



Note: includes any out-of home advertising that is dynamically and digitally displayed; includes digital billboards, digital street furniture, digital transit, and digital place-based displays; excludes cinema

Source: EMARKETER Forecast, March 2024

This article is part of EMARKETER's client-only subscription Briefings—daily newsletters authored by industry analysts who are experts in marketing, advertising, media, and tech trends. To help you finish 2024 strong and start 2025 off on the right foot, articles like this one—delivering the latest news and insights—are completely free through January 31, 2025. If you want to learn how to get insights like these delivered to your inbox every day and get

access to our data-driven forecasts, reports, and industry benchmarks, [schedule a demo with our sales team.](#)